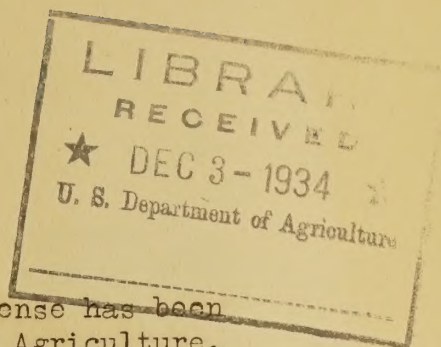


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Information to be Developed at Hearing
on Federal Fluid Milk License.



To the Board of Health:

A public Hearing on a Federal Milk License has been scheduled for your market by the Secretary of Agriculture. It is highly desirable that market facts, opinions and information be developed as fully as possible at the Hearing. Herewith are submitted some questions, which we would like to have you review, and if convenient for you, to have a representative at the Hearing to present information along the lines indicated by these questions. The assistance of the Board of Health in obtaining milk marketing facts for the Hearing would be sincerely appreciated. In the event any data which the Board of Health may be able to present, appears too lengthy for purposes of verbal testimony at the Hearing, it is suggested that copies of such testimony be prepared in written form and offered in triplicate as an exhibit for the Hearing Record.

Questions.

1. The Administration would appreciate having five copies of the Board of Health regulations applying to milk.
2. Number of producers on entire market?
3. Number of raw milk distributors and their percentage of total volume of business?
Are these producer-distributors?
4. Number of pasteurized milk distributors?
Per cent of total business?
5. Butterfat test of milk sold to consumers?
6. Butterfat test of milk purchased from producers?
7. What sort of inspection is made of producers?
8. How many were dropped during the past year? ,
How many were reinstated?
9. Is there any inspection of cream?
10. Are there interstate shipments of milk or cream affecting this market? Discuss.
11. Any other information bearing on milk marketing problems would be appreciated.

Dairy Section
Agricultural Adjustment Administration
Washington, D. C.

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Information to be Developed at Hearing
on Federal Fluid Milk License.

To Milk Distributors:

The Hearing to be held on a proposed Federal Milk License for your market is for the purposes of affording interested parties to be heard and securing the facts regarding the marketing of milk in your market. The Agricultural Adjustment Administration would appreciate having the distributors present their views, facts and information on milk market conditions and on the proposed License. We are, therefore, submitting herewith a series of questions suggestive of the type of factual material desired at the Hearing, and which, in all likelihood, can be provided most effectively by distributors. With respect to such data as appears too lengthy for purposes of verbal testimony at the Hearing, as for example, milk volume and price figures covering the market for several years, it is recommended that five copies of such data be prepared and offered as an exhibit for the Hearing Record.

A. Distribution.

1. Number of pasteurizing distributors?
2. Number of producer-distributors?
3. What percent of the milk is distributed by pasteurizing distributors?
4. What percent of the milk is distributed by producer-distributors?
5. What percent of milk is sold through stores?
6. What percent is by wagon delivery?
7. Is any milk sold through stations or to peddlers, and, if so, about what percent of total?
8. What is the average butterfat test of milk sold?
9. Discussion and appraisal of the sales area.

B. Prices to Producers and Price Plans.

- L. History of prices paid producers for milk?
If market is on base-surplus plan, price for base and for excess over base milk would be appreciated, also the approximate percent of total milk purchased as base milk, and a discussion of the operations of the base-surplus plan.
2. How is the milk supply used at the present time:
 - (a) What percent of total receipts is used for fluid consumption?
 - (b) What percent of total receipts is used for cream consumption?
 - (c) What percent of milk is surplus?
3. What are the uses to which surplus milk is put? Is any of it used for ice cream, malted milk, evaporated milk?
4. Has there been any change in the number of producers during the past year or two? Discuss the supply conditions.

(Over)

C. Wholesale and Retail Prices.

1. Wholesale price to stores per quart of milk? 1/2 pint cream?
2. Retail wagon price per quart of milk? 1/2 pint cream?
3. Retail store price per quart of milk? 1/2 pint cream?
4. What is the average price per quart realized by distributors for milk sold as fluid milk? (i.e., average of wholesale and retail whether bulk or bottled milk)?
5. The history of prices per quart of milk? If this history of prices would be extended over a period of years, it would be helpful.
6. How many grades or brands of milk are being sold to consumers. What are the respective retail prices for such milk? What price arrangements with producers are made for special milks? (This includes certified, golden guernsey and other kinds).
7. Is any charity milk being distributed, and, if so, what are the price arrangements with relief agencies and with producers?
8. Discussion of retail price wars, if any.

D. Consumption.

1. What is the per capita consumption of milk?
2. Are cream sales high or low?
3. Has the general consumption of milk been increasing or decreasing during the past few years?
4. Discussion of consumption of dairy products in general and its competitive character.
5. General business conditions and purchasing power of consumers, including any statistical data regarding payrolls. What are the major industries of the city?
6. What is the unemployment situation?

Dairy Section,
Agricultural Adjustment Administration
Washington, D. C.

Information to be Developed at Hearing
on Federal Fluid Milk License.

To the Producers' Associations:

The Hearing to be held on a proposed Federal Milk License for your market is for the purpose of securing facts pertinent to the milk problems of your market. The representatives of the Federal Government at the Hearing will be dependent upon the representatives of the producers' association for much of the desired information. Herewith are submitted some questions which we would like to have you review, and, insofar as possible, to be prepared to present information at the Hearing, including such other information as you may have regarding the market not covered by our questions. With respect to such data as appears too lengthy for purposes of verbal testimony at the Hearing, as for example, milk volume and price figures covering the market for several years, it is recommended that five copies of such data be prepared and offered as an exhibit for the Hearing Record.

Questions.

A. Production.

1. Total volume of milk coming on market by months for 1 year or more?
2. Volume of milk for fluid consumption by months for 1 year or more?
3. Volume of milk for cream consumption by months for 1 year or more?
4. Volume of surplus by months for 1 year or more?
5. Number of shippers?
 - (a) Number of Association members?
 - (b) Number of non-members?
6. Size and character of milk shed?
 - (a) Number of miles to North? _____, South? _____, East? _____, West? _____,
 - (b) Creameries, condenseries and other milk outlets located in milk shed or on its borders?
7. Type of farming and sources of incomes for farmers?
8. Has production been increasing over past several years? How much and why?

B. Prices and Price Plan.

1. History of prices paid to farmers for milk? (Give this for as long a period as possible and the basis on which such prices were paid, as for example, do such prices apply to base milk or are they an average for all milk?)
2. Is market on base-surplus plan, and if so, discuss its

(Over)

- history and manner of operation?
3. How are prices arrived at on your market at the present time?
4. Prices paid to farmers by nearby condenseries, creameries, and other milk manufacturing plants?
5. Prices paid to farmers for fluid milk in nearby towns and cities?

C. Information on Producers' Cooperatives.

1. Five copies of the articles of incorporation and by-laws of the Producers' Association are desirable. These copies should be offered as exhibits for the Hearing Record.
2. Purpose, function and services of cooperative?
3. How is it financed?
4. Brief statement of the history of the association.
5. Discussion of membership as to its numbers, growth, and membership contracts.

D. General.

1. Develop as fully as possible all information regarding interstate shipments of fluid milk and other dairy products. Figures giving amounts of milk, of cream, and of other dairy products are desirable.
2. What are the trucking and hauling conditions and charges?
3. Are there country stations, and, if so, how many are there, who owns them, and what charges prevail?
4. Population of city and/or cities which make up the Sales Area in which milk is distributed.
5. Maps and description of the Sales Area and adjacent territory showing city limits, townships and sections.
6. Information on unemployment, business conditions, consumer purchasing ability, and similar pertinent information.

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